

# MONTAGNE LEADERS

## The magazine read by mountain professionals

Since 1975 **Montagne Leaders** is the reference bimonthly magazine for resorts touristic development, ski areas and winter/summer activities.

### Who subscribes to Montagne Leaders?

- Ski resorts managers : skiable areas operators, track service, instructors, technical services...
- Constructors, manufacturers and sports and leisure time equipments importers.
- Administrations, relevant ministries, local communities.

### Topics:

- Economic development and investment
- Environment
- Resorts and regions information
- Marketing: touristic markets analysis
- Economic indicators: frequentation levels, practices
- Industry: enterprises, products innovations
- Professions: areas, formations
- Technique: ski lifts, snowmaking, snow plows, ticket office, signage, leisure time equipments.

### 6 issues / year

<p><b>MONTAGNE LEADERS</b> n°282</p> <p>INVESTISSEMENTS 2020 <b>Une année en négatif</b></p> <p>Jan./Feb. Special Survey on Investments in Ski Resorts, national exclusive reports with DSF.</p>	<p><b>MONTAGNE LEADERS</b> n°278</p> <p>« Ne pas laisser tomber le soldat tourisme »</p> <p>March/April Urban câble (2021) / Mountain Planet (2022)</p>	<p><b>MONTAGNE LEADERS</b></p> <p>ALPIPRO DIGITAL MONTAGNE</p> <p>May/June Special shows Alpipro &amp; Digital Montagne</p>	<p><b>MONTAGNE LEADERS</b> n°279</p> <p>« Nos concurrents ne nous attendront pas ! »</p> <p>July/August Realizations and Tendencies of Summer Tourism.</p>	<p><b>MONTAGNE LEADERS</b> n°280</p> <p>L'aventure près de chez soi</p> <p>Sept./Oct. Top 100 Survey : Ski Areas Ranking and Turnover.</p>	<p><b>MONTAGNE LEADERS</b> n°281</p> <p>La montagne en suspens</p> <p>Nov./Dec. Tour of the Latest Development in France and Preseason.</p>
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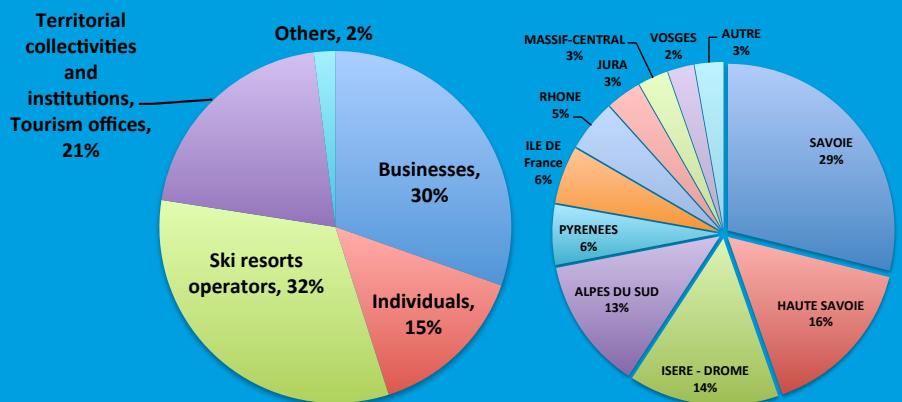
### Print run and diffusion:

Annual average of 6,500 per issue, depending on highlights.

### Print run and diffusion:

- Shows :
  - Interalpin (Innsbruck),
  - Mountain Planet (Grenoble),
  - Alpiro (Chambéry),
  - Domaines Skiabiles de France congress...
- Diffusion in sale centers on national territory (booths).
- Subscriptions.

### Distribution of subscribers:



### Partners



# AVAILABLE FORMATS



- Inside front cover
- Page facing the table of contents
- Inside back cover
- Back cover

W x H - 210 x 297mm  
W x H - 220 x 307mm  
(Add 5 mm for lost edge)



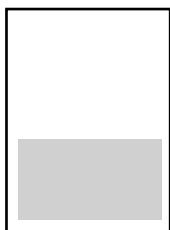
- Full page

W x H - 210 x 297mm  
W x H - 220 x 307mm  
(Add 5 mm for lost edge)

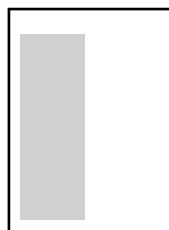


- Double page

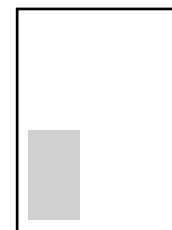
W x H - 420 x 297mm  
W x H - 430 x 307mm  
(Add 5 mm for lost edge)



- ½ horizontal page  
W x H - 180 x 130mm



- ½ vertical page  
W x H - 88 x 270mm



- ¼ vertical page  
W x H - 88 x 130mm

# PRICES\*

## COVERS PRICE

- Inside front cover 4 650 €
- Page facing the table of contents 4 250 €
- Inside back cover 4 000 €
- Back cover 5 100 €

## INSIDE PAGES

- Double page
- Full page
- ½ page
- ¼ page

## PRICES

- 6 700 €
- 3 600 €
- 2 000 €
- 1 400 €

\* Prices without taxes, technical costs included.  
Editorial advertising: space cost + technical costs  
Insert and off-prints: please consult us  
Computerized files: high-resolution images (300dpi min.), pdf documents, jpg.

# SCHEDULE 2021 - 2022\*\*

	ISSUE	LANGUAGE	FAIR	MAIN TOPIC	CLOSURE	PUBLICATION
2021	• ML 282 - Janv/Feb.	FR		« Survey on Investments in Ski Resorts »	13/02/2020	24/02/2021
	• ML 283 - March/April	FR		« Urban cable »	26/03/2021	06/04/2021
	• ML 284 - May/June	FR	ALPIPRO DIGITAL MONTAGNE	« Special Shows AlpiPRO + Digital Montagne »	19/05/2021	07/06/2021
	• ML 285 - July/August	FR		« Realizations and Tendencies of Summer Tourism »	23/07/2021	06/08/2021
	• ML 286 - Sept/Oct.	FR		« Domaines Skiabiles de France show»	17/09/2021	30/09/2021
	• ML 287 - Nov/Dec.	FR		« Tour of the latest development in France and Preseason »	05/11/2021	29/11/2021
2022	• ML 288 - Jan/Feb.	FR		« Survey on Investments in Ski Resorts »	28/01/2022	17/02/2022
	• ML 289 - March/April	FR	MOUNTAIN PLANET	« Special Show Mountain Planet »	01/04/2022	26/04/2022
	• ML 290 - May/June	FR		« Special Survey G2A. Season Balance »	03/06/2022	23/06/2022
	• ML 291 - July/August	FR		« Realizations and Tendencies of Summer Tourism »	22/07/2022	05/08/2022
	• ML 292 - Sept/Oct.	FR		« Top 100 Survey : Ski Areas Ranking and Turnover »	05/09/2022	30/09/2022
	• ML 293 - Nov/Dec.	FR		« Tour of the latest development in France and Preseason »	07/11/2022	02/12/2022

\*\* These dates are for information purpose only and can be modified.